MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

BMR2124 – RETAILING

(All Sections / Groups)

28th OCTOBER 2017
9:00 am – 11:00 am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages including the cover page with 5 questions.
2. Answer **ALL** questions. Distribution of marks for each question is given.
3. Please write your answers in the Answer Booklet provided.

INSTRUCTION: Answer ALL questions.

QUESTION 1

Service retailing is much more dependent on personal interactions and word of mouth communication than good retailing. There are four unique aspects of service retailing that influence relationship building.

a) With example, define and discuss all 4 (Four) characteristic of service retailing. (10 marks)

b) Based on the characteristics above, explain how service retailers manage them. (10 marks)

(Total: 20 marks)

QUESTION 2

Retailers are often tempted to rely on non-systematic or incomplete ways of obtaining information due to time and costs, as well as a lack of research skills.

a) Explain and discuss the examples of mistakes made by retailers in research. (15 marks)

b) List the reasons why customer do not want to shop online. (5 marks)

(Total: 20 marks)

QUESTION 3

There are different kind of unplanned business district. Each has its own attributes. Advise and suggest to Uniqlo Malaysia the best location for them to operate, by discussing the types of retail locations and identify the advantages and disadvantages of each location.

(Total: 20 marks)

QUESTION 4

Forecast are projections of expected retail sales for given periods. They are the foundations of merchandise plans. When preparing forecast, it is essential to distinguish among different types merchandise. Discuss the types of merchandise.

(Total: 20 marks)

QUESTION 5

There is a new hypermarket planned to be opened in Melaka, and you were assigned as a retail consultant for this new hypermarket to design grid iron traffic flow. Design and explain the benefits and drawbacks of the system.

(Total: 20 marks)

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